

# Print to Post

..... Your quarterly source for printing and mailing information

Volume 1, Issue 4

## In this issue

### Customized Printing and Mailing

*Variable-data, effective mailing and ordering ..... Page 1*

### Working together

*Mercer Island utility statements..... Page 1*

### Liquor Control Board

*The successful transition continues ..... Page 3*

### State Wall Calendar

*Costs and ordering ..... Page 3*

### Staff

*New employees ..... Page 4*

### Tradeshow and Conference Winners

*Congratulations ..... Page 4*

### CMS Service Area/PRT Copy Center Locations

*We may be closer than you think ..... Page 5*

### New Inserter at CMS

*The FPS system ..... Page 5*

### Downtown Olympia Copy Centers

*Services and locations ..... Page 5*

### Computer Tips & Tricks

*This quarter's idea is for WORD documents ..... Page 6*

### Sponsors' corner

*Leadership and realignment..... Page 6*

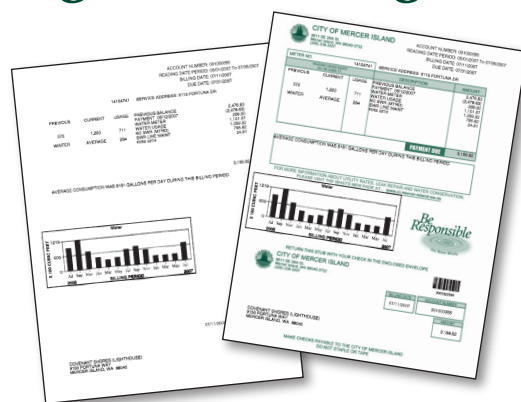
## Customized Printing and Mailing

Are you searching for the best way to produce statements, invoices and other personalized documents, but don't know where to turn? Variable-data printing and mailing at the Department of Printing may be just what you're looking for. This secure, one-stop service lets you send out documents that are customized for each recipient while making the most of your time and budget.

### What is variable-data printing?

Variable-data printing is a digital printing process that places information and graphics into specified areas of a document so each copy is unique and targeted at a specific individual. Variable-data printing is most commonly used for statements, invoices, personalized letters and customized marketing materials.

Two electronic files are necessary to produce a variable-data document - a form or page layout and a data file. The page layout contains the information that stays the same on every copy, and designated areas where the variable information will be placed. When the job is printed, information from



the data file is placed in the correct area of the page layout to produce a series of one-of-a-kind documents.

When you create a mail merge letter with your word processing software, you are doing a very simple form of variable-data printing. However, today's variable-data printing equipment is capable of doing much more than printing a different name and address on each copy.

For example, each document can be imprinted with a barcode so mailing equipment can insert it into envelopes

*Continued on page 2 ...*

## Working Together for Customer Savings

### Mercer Island Utility Statements

This past year the Department of Printing (PRT) and Consolidated Mail Services (CMS) began working together to eliminate duplication of services to save taxpayers money. To accomplish this, PRT handles the print jobs that are mailed Presort Standard and CMS handles the First Class Presort mailings. Now, if you need to print and mail a small quantity that does not qualify for Presort Standard, you can still receive a lower postage rate. PRT will send the mailing to CMS where they will be grouped with other agencies' mailings.

To demonstrate the success of this program we would like to share a story with you. In September 2007, PRT and CMS collaborated on a utility statement mailing for the City of Mercer Island. Five times a month Mercer Island sends electronic data to PRT. The statements are printed with the variable data the day it is received. CMS receives the printed documents the next morning where they are folded and inserted into #10 window envelopes along with a #9 courtesy reply envelope. The postage and bar code is applied by

*Continued on page 2 ...*

## Customized Printing and Mailing *Continued...*



automatically- even if each copy has a different number of pages. Attention lines and blocks of text may be varied with each copy to provide customized information to fit the needs of each recipient. In fact, digital variable print technology allows you to personalize just about any text or graphic to better reach the recipient.

### Secure, effective mailings

Combining variable-data printing with “intelligent” inserting technology allows you to increase the reliability of your mailings while cutting costs and speeding turnaround times.

Intelligent inserting equipment reads bar codes on each copy to find out how many pages are in the document and which inserts should be placed in the envelope with it. This ensures that the only items inserted into each envelope are the ones you meant to reach a specific recipient. As a result, the chances of sensitive information being mailed to the wrong person are greatly reduced. Plus, you can be sure the private information included in your variable-data documents is kept as secure as possible because your documents are prepared, printed and mailed from a single location.

Because the intelligent inserting equipment is able to read bar codes at extremely high speeds, it is able to insert variable-data mailings in about half the time it would take by hand. This means you pay less for mail processing while your project is out the door in record time.

### Placing an order

Variable-data printing projects require careful planning and coordination because they must be processed through several different production areas using high-tech equipment. That is why it is so important to include your customer service representative (CSR) from the very beginning. Your CSR will meet with you to discuss your needs and goals so we can produce the most efficient document possible.

When you are ready to place your order, simply submit an A21-A Printing Requisition. Please be sure to completely fill out the print request, including contact information so we can reach you if we have questions. Your customer service representative will be happy to help you fill out your order forms when you discuss your project.

Please include a printed sample with your order. Highlight the areas on the sample where variable information should be printed and write the title of the data field that contains the information for that area. Also furnish any envelopes or pre-printed inserts that go with your mailing when you place your order. If you want us to print the envelopes and inserts as part of the order, or if you must furnish them at a later date, please include that information on your printing requisition.

After we receive your order, we will prepare the files and produce a sample for your approval. Please check your proof copies carefully to make sure the data is complete and correct.

### How to furnish files

For best results, use spreadsheet or database software like Microsoft Access or Excel to create your data files and page layout software such as Adobe PageMaker to create the page layout. Avoid using word processing programs to produce variable-data printing files because they require extensive processing by our IT staff and may substantially increase the cost of your project. However, if you must use word processing software to create your page layout, please convert the file to Adobe PDF before submitting your order.

When your files are ready, you may submit them for printing on almost any media, including compact disc, e-mail or FTP.

### More information

Our variable-data print and mail services have become increasingly popular as more organizations discover the cost savings, efficiency and increased security it provides. If you would like to learn more about variable-data printing, please contact your PRT Customer Service Representative or the Education Specialist at 360-570-5555.

## Working Together *Continued...*

the inserter. The post office receives the completed statements approximately 48 hours after receipt of the data by PRT.

The customer benefits from the quick turnaround and the multiple functions on the inserter. They also recognize postage savings by mailing their statements with other First Class mail processed by CMS. Postal regulations require that statements and invoices be mailed First Class regardless of the quantity.

CMS inventories the envelopes and advises the customer when a re-order

needs to be placed with PRT. PRT then manufactures the envelopes to the customer's specifications. If the window needs to be a special size or location PRT can accommodate this request.

If you are a PRT customer and need this type of service for future mailings, please contact your customer service representative. If you are a city, county, or political subdivision and do not have an existing account, you may contact our receptionist who will direct your call to the proper person. Please phone us at 360-570-5555.

# Liquor Control Board

## The successful transition continues

Recent *Print to Post* articles have highlighted the transition of print and mail functions from the state's Liquor Control Board to the Department of Printing and Consolidated Mail Services. Additional strides made the past few months have resulted in continued efficiencies and allowed the Liquor Control Board to focus on their core business.

Many of the jobs once handled solely by the Liquor Control Board are now "unseen" by their staff. They are printed at the Department of Printing and sent to CMS for shipping. Some jobs are inserted into envelopes directly from equipment at the Department of Printing; others are manually inserted into large envelopes at CMS before shipping, depending on job requirements.

In both cases, the customer does not have to handle the job at all. One such

job is the monthly printing and mailing of liquor store shelf tickets. PRT sends the finished product to CMS, where it is inserted then shipped FedEx ground. "This new process has given our mailroom staff more time to do essential work" says Lori Goodwin, an office manager for the Liquor Control Board.

PRT's Elisa Del Giudice stepped in as the Liquor Control Board's Customer Service Representative (CSR) while these changes were taking place. She participates in monthly meetings with the Liquor Control Board to review processes regarding printing, warehousing, and distribution. Communication between the three agencies ensures accuracy and improved efficiencies. The ongoing collaboration creates savings in both time and money for state government.

## State Wall Calendar

The 2008 Year-at-a-Glance wall calendar is still available from the Department of Printing (PRT). As in past years, the large (22" x 38"), easy to read calendar features prize winning artwork created by a local student artist, and includes all state paydays and state holidays. But one thing about the calendar has changed: *it costs less than last year*. The Department of Printing reworked the design to lower the production costs and is passing the savings on to you.

### Costs

The costs listed below include shipping and handling:

- 5 – 9 calendars \$2.60 each
- 10 – 14 \$1.90 each
- 15 – 49 \$1.40 each
- 50 – 199 \$1.38 each
- 200 or more \$1.10 each

A minimum order of 5 calendars is required.

You can order the calendar online at: [www.prt.wa.gov](http://www.prt.wa.gov). Be sure to fill out the online order form. Your calendars will be delivered within 7 days.



2008 State Calendar

We are anxious to receive your calendar feedback. Visit the PRT website and click on the calendar survey icon. Your input will be considered for next year's production and distribution.

## Print to Post

Is a quarterly publication of the Washington State Department of Printing and General Administration's Consolidated Mail Services. The newsletter is designed to inform our customers and other interested parties about the latest services, industry news and technological advances from both organizations as well as printing and mailing in general.

Volume 1, Issue 4 / Fourth Quarter 2007

### Editorial Board:

**Star Bear**  
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**Jason Bippert**  
PRT Customer & Production Services Manager  
**Pam Derkacht**  
PRT Customer Services Assistant Director  
**Kathy Forbes**  
PRT Executive Assistant  
**Jolaine Swanda**  
PRT Customer Education Specialist  
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CMS Customer Service Manager

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Linda Villegas Bremer – GA Director  
Greg Lawrence – Operations Manager  
John Conley – Inserting Supervisor  
John Ensley – Outgoing Mail Supervisor  
Darrell Pruett – PRT Graphic Designer  
Doug Rohr – CMS Outgoing Mail Manager

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### PRT Mailing Address:

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Olympia, WA 98507-0798

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**Web site:** [www.prt.wa.gov](http://www.prt.wa.gov)

**Phone:** (360) 570-5555

**Fax:** (360) 586-8831

**TTD:** (360) 570-5069

### Distribution Notes:

Most of the copies of this newsletter were sorted at the CMS facility and sent through campus mail. Copies for recipients not on the campus mail system were sorted by the CMS Outgoing Department and mailed Presort Standard through the USPS at a discounted postage rate.

### CMS Mailing Address:

Consolidated Mail Services  
PO Box 41050  
Olympia, WA 98504-1050  
**Web site:** [www.ga.wa.gov/mail](http://www.ga.wa.gov/mail)  
**Phone:** (360) 664-9507  
**Fax:** (360) 586-9620





# Print to Post Personnel .....



**Chuong Le**  
*CMS Office  
Assistant Lead*



Chuong Le has been employed with CMS since 1992. He started working in the

Incoming Mail section. After a year he transferred to the Outgoing Mail Presort section. He was the Lead employee on the night shift for eight years and in 2000 moved to days. One of Chuong's main duties is to run the OCR, processing Presort mail. As a bonus, his mechanical knowledge of the equipment has proven invaluable to our team.

Chuong is quite the guitar virtuoso. He began studying guitar in Vietnam at the age of nine. He graduated from the Vietnam music conservatory in 1960. After graduation he began teaching classical guitar. In 1970, while visiting in New York he met the world renowned great Andres Segovia. Segovia was and is considered the greatest of the greats.

Chuong served as an officer in the Vietnam War. His military training was at Fort Knox, TN, where he graduated as valedictorian.



**Michael Padilla**  
*Bookbinder 3*



Michael Padilla joined the Department of Printing on October 22, 2007 as a Bookbinder 3

on the swing shift. Michael has experience working for Kelly Services at the Intel warehouse in DuPont, Washington.

As a Kelly Services temporary employee, he had the opportunity to see the Department of Printing first hand and decided to apply for a permanent position.

Mike for short, listens to music of all types (not country!). He likes hanging out with friends and spends free time driving around, or at the gym. He also enjoys watching T.V. and playing video games when he's at home.



**Travis Shriver**  
*Bookbinder 3*



Travis Shriver joined the Department of Printing on October 8, 2007. Travis is the most recent addition

to the Fulfillment Center. He reports to Jennifer Forté as a Bookbinder 3.

He has retail experience as an order writer – verifying stock levels, ordering stock as needed and ensuring that items are well represented.



**Jon Lund**  
*Journey Level  
Web and Sheet  
Fed Press Operator*



Jon Lund joined the Department of Printing on November

1, 2007. Jon works in the Pressroom as a Journey Level Web and Sheet Fed Press Operator on the evening swing shift.

Jon has over 20 years of Pressroom experience. He worked on a variety of presses including the Komori 6 color and the Didi Web press at the Department of Printing in 2001 and 2002.

Jon brings a great deal of knowledge, and attention to detail.



**Mercedes Christensen**  
*Fiscal Technician*



Mercedes joined the Department of Printing on October 16, 2007. She provides

fiscal and clerical support to the Financial Services area.

Prior to working for PRT, Mercedes joins us with over five years of experience as an Office Assistant 3 at the Department of Corrections. In addition to her Office Assistant experience, she worked in a temporary assignment as a Fiscal Technician.

Originally from Jamaica, West Indies, she moved in the early 70's to Brooklyn, New York, then to Washington State in 1984. For over 34 years she's been part of an international group of volunteers in activities that involve visiting people in their homes to offer help. Mercedes' family includes a cat "Tioga" that adopted her and her husband. She also enjoys sewing, crocheting, walking, and window shopping.

## Tradeshow and Conference WINNERS

Every year the Department of Printing attends conferences as a vendor that both state agencies and local governments attend. We want to show attendees what services we can provide to them, as well as show our appreciation for their business.

This year we had baskets at two conferences where the attendees answered and deposited a questionnaire.

We used this information to mail the attendees a simple variable print postcard to thank them for taking the time to visit our booth. We also used the questionnaires in a drawing. Everyone likes the note pads we give to our

customers when we meet for a personal visit. We decided to give a lucky office note pads with their office name, address and phone number imprinted on the pads to share with their co-workers.

The winner at the GA tradeshow was Arlene Crawford from the DSHS/DDDS office in Tumwater. Arlene has worked as a state employee for 38 years. The winner at the WA Association of Counties conference was Ken Hash from the Lewis County Public Works office in Chehalis. Ken has been a county employee for 28 years. Congratulations to both winners and thanks to everyone who took the time to visit our booth.

# CMS Service Area/PRT Copy Center Locations

## We may be closer than you think

The Consolidated Mail Services (CMS) campus mail system provides agencies with efficient, cost effective mail service without adding postage – a real value to customers. If you use campus mail you've experienced this first hand. But are you aware of our extensive delivery area? CMS has grown over the years and makes over 1,100 daily deliveries to 788 locations in western Washington. Our commitment to our customers is next day delivery to your mail stop. Tracking services are available for campus mail, eliminating the need to send those sensitive items outside the

state system. If CMS makes a stop at your location, there are additional options. CMS can pick up and process the mail you want sent through the Postal Service, FedEx, and UPS – saving you equipment leasing costs, processing time, and possibly headaches! To look up our current delivery locations on-line go to: [www.ga.wa.gov/mail](http://www.ga.wa.gov/mail), click on "Look up a PO Box/Mail Stop". If you'd like us to begin servicing your location, and eliminate mail related headaches, call CMS Customer Service at 360-664-9507.

***Note:** You asked, we listened. CMS is responding to customer need by exploring the possibility of servicing the Bellingham area. If you are interested in hearing more, please call us at 360-664-9506.*



## New Inserter at CMS

Consolidated Mail Services (CMS) is the proud owner of a next generation inserter, the "Flexible Productivity Series" or FPS inserting system.

CMS is retiring its Pitney Bowes 8-series inserters. In late 2002, in an effort to improve production capacity and bring our infrastructure up to current technology levels, two Direct Connect machines were purchased. In budget forecasting, an additional upgrade was scheduled for 2007, which is realized with the FPS.

The FPS system is a departure from the old 8-series chain driven system with clutches and brakes, to a belt driven servo-controlled platform. While the new system is compatible with existing platforms, speed, integrity, and flexibility are of much higher quality. The new system is also compatible with processing of Direct Connect File-Based mailings (for more on File-Based inserting see Vol. 1, Issue 3 of Print to Post).

What does this mean? The benefits include increased capacity and flexibility resulting in even better service and the potential for quicker turnarounds!

We are proud to show off our new addition! Give us a call at 360-664-9507 for an FPS demo and a tour of our operation.

## Downtown Olympia Copy Centers

After many years of service, the PRT Copy Center located in the Community, Trade, and Economic Development (CTED) building in Olympia is now closed. The decision was made in response to CTED's need to reclaim space. PRT considered the amount of work that was processed by the Copy Center as well as the close proximity of two other Copy Centers. It was mutually agreed the space would be returned to CTED and service for the agency would continue at our centers in the Natural Resources building (NRB) and the General Administration (GA) building (see map).

The Copy Center, which was #13 for those counting, had been in operation for over 18 years and was one of PRT's first remote

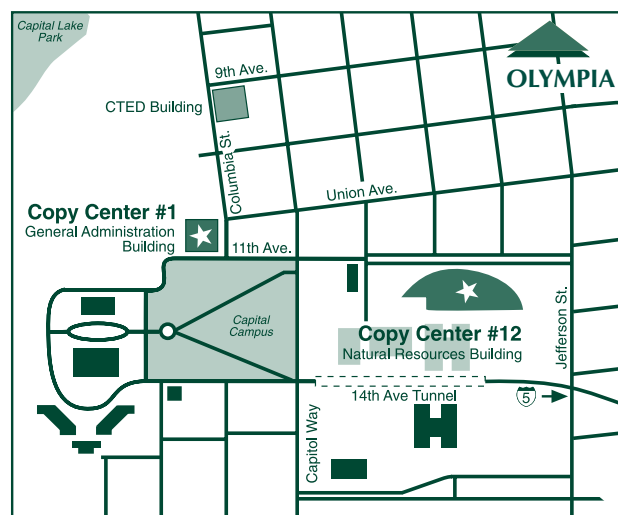
Copy Centers. This Copy Center helped prove the great need for this kind of service in agency buildings. To continue meeting copy service needs in the CTED building, a pickup and delivery system has been developed. We pick up and drop off print jobs twice a day, through the CTED mail room. Two copy Centers are also located nearby. Copy Center 1 is located in the basement of the GA building, and Copy Center 12 is located in the basement of the NRB Building. Both of these locations are within blocks of CTED, and can accommodate all work necessary.

The Department of Printing sincerely thanks CTED for hosting our Copy Center for so many years and looks

forward to serving your duplication needs in the future! If you have questions about locations or need to contact other local Copy Centers, please visit the following Website: <http://www.prt.wa.gov>. Select "Copy Centers/ Locations" to view addresses, phone numbers, a map, and hours of operation.

**Copy Center 1:** 210 11th Avenue, General Administration Building.

**Copy Center 12:** Washington Street, Natural Resources Building.



## Sponsors Corner *By Jean-Luc Devis*

A key role of leadership is to define the need for change. We have realigned the Department of Printing to be more customer focused, strategic, and accountable. A key aspect has been to focus on the customer which includes aligning the organization to point toward the customer; institute customer education and outreach programs; and improve customer communication.

Another key aspect has been to become more strategic. We are learning to break down barriers and develop agency partnerships. General Administration Director Linda Villegas Bremer and I strongly believe this

is essential for success in today's fast-paced and complex business world. This has been especially important for the central service agencies. The partnership with General Administration, particularly with Central Stores and Consolidated Mail Services, has generated improvement that resulted in reduced costs, enhanced quality and improved morale.

We are committed to not only provide services to our customers but to develop effective business solutions that assist State Agencies in becoming more successful in meeting their communications goals and

objectives. Personalized communication results in a more powerful and meaningful message. Coupled with strategies employed by CMS, these tailored messages can be provided at a lower overall price point. We hope that you have enjoyed the past 3 issues of Print-to-Post. We have received numerous positive comments and feedback. We believe that highlighting how our partnership has assisted state agencies become successful will inspire others to contact us and see how we can help.

## Computer Tips & Tricks .....

- Do you have a terrific computer trick that you learned from a co-worker, your brother-in-law or your techno savvy Great Aunt Betty? Send those tips to Kathy@prt.wa.gov and we will feature it in an upcoming issue of *Print to Post*.

- ***This quarter's idea is for WORD documents:***

- To change a word or words from lower case to upper case:
- highlight the word(s) to be capitalized and click CTRL SHIFT
- A. Want to change back to lower case? CTRL SHIFT A again.



## Dates To Remember

**January 1** ..... New Year's Day  
**January 14** ..... Legislative Session begins  
**January 21** ..... Martin Luther King, Jr. Holiday  
**January 24** ..... CMS Customer Training  
**February 14** ..... Valentine's Day  
**February 18** ..... President's Day  
**February 29** ..... Leap Day

